ABSTRACT

A message distribution center (MDC) is interposed between content providers and a wireless carrier to subjectively examine and direct messages via SMTP based on desired rules (e.g., non-peak hours, paying

5   subscribers only, etc.) using standard SMTP Gateway and other well-known protocols. The MDC includes an individual queue for each subscriber, and the provider is informed through conventional SMTP protocol messages that the short message has been accepted. If the carrier has specifically disallowed service for a particular MIN (e.g., in the

10   case of churning), then the content provider is informed through an SMTP interchange that the recipient is invalid. An MDC provides a single mechanism for interacting with subscribers of multiple carriers, regardless of each carrier's underlying infrastructure. For the carrier, an MDC can protect their SS7 network by intelligently throttling messages and

15   configuring message delivery parameters to be more network friendly. An MDC can receive outside a relevant wireless network recipient handset presence information. In the disclosed embodiment, a content provider communicates with the MDC using SMTP protocol messages, and the MDC communicates with wireless carriers preferably using RMI/SMPP

20   techniques.

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